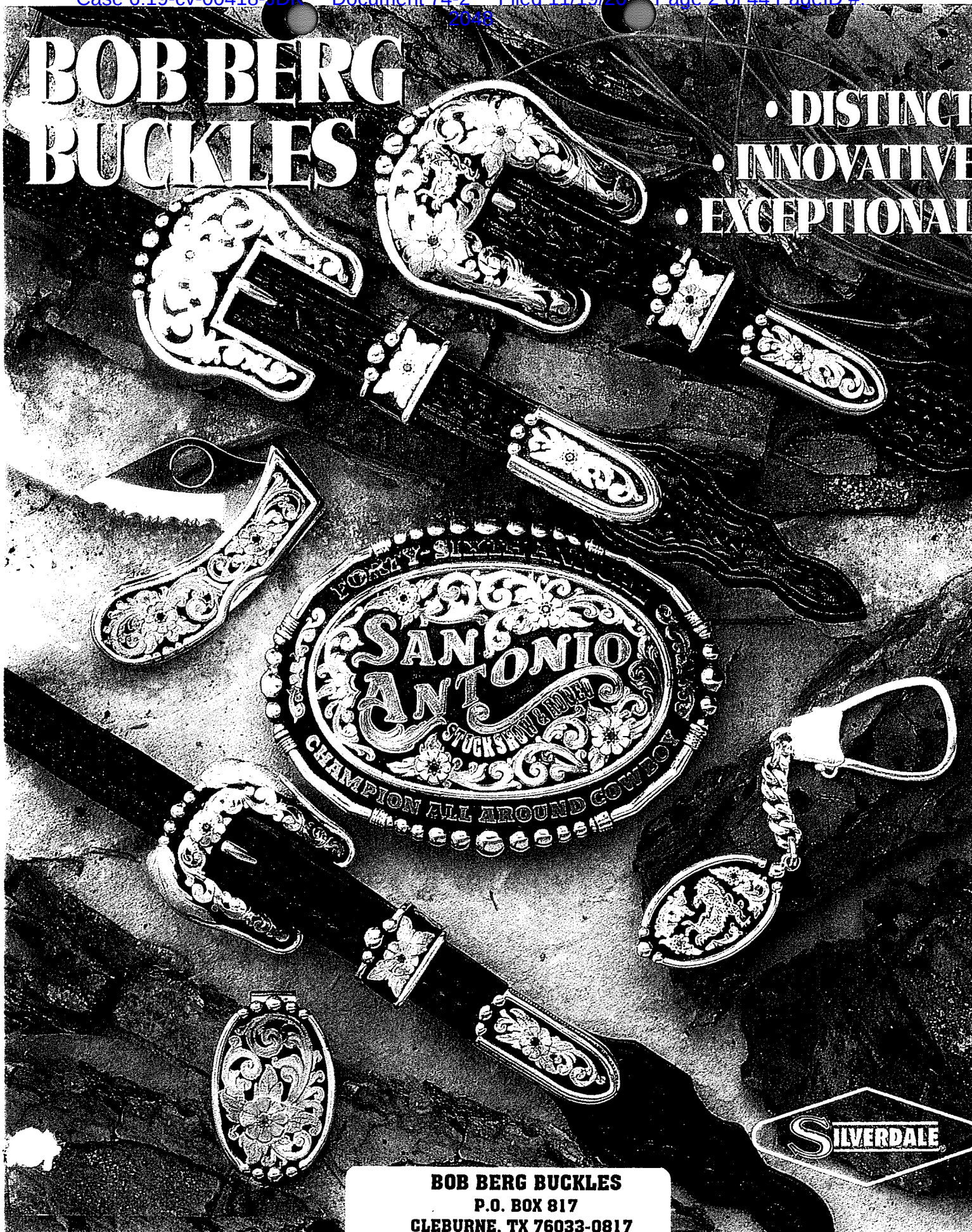


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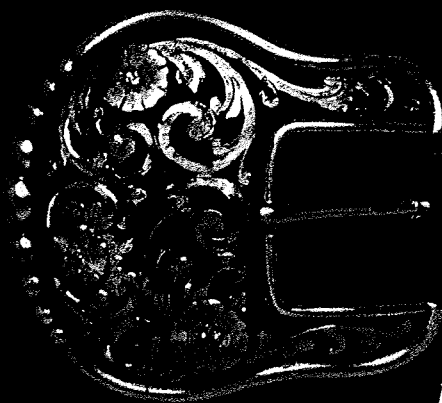
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PBR 2001 OFFICIAL PROGRAM GUIDE 8 SECONDS PROFESSIONAL BULL RIDERS



PROFESSIONAL BULL RIDERS

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- #17 BEADED CUTTER \$125
- #18 BARREL RACER \$125
- #19 INITIAL (SAMPLE) RETAIL ONLY \$95 (AS BOLD \$110.)
- #20 INITIAL (SAMPLE) RETAIL ONLY \$95 (AS BOLD \$110.)
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- CUTTER BROACH \$95 (AS BOLD \$110.)
- BUCK A ROO MONEY CLIP \$69 (AS BOLD W/ TIES \$95)
- TEAM ROPER MONEY CLIP \$69
- CALF ROPER MONEY CLIP \$69

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- 1 1/2" OVAL CENTER \$295.
- 1 1/2" FLORAL \$295
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- 1" FLORAL \$249.
- 3/4" STAR \$145.
- 3/4" LEAF FLORAL \$145.

- 3/4" BUCK A ROO
- 3/4" BRONC
- 3/4" BARREL RACER
- 3/4" CUTTER
- 3/4" STEER HEAD
- 3/4" 3 FLOWER
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- 3/4" SMALL BRONC
- 3/4" BRONC
- 3/4" CALF ROPER
- 3/4" BULL RIDER
- 3/4" SADDLE BRONC
- 3/4" TEXAS STAR
- 3/4" DEER

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2.	3/4" Floral Three Piece Buckle.	\$195.00
3.	1" Floral Three Piece Buckle.	\$249.00
4.	Med 1 1/2" Floral Three Piece Buckle	\$295.00
5.	Lg 1 1/2" Floral Three Piece Buckle	\$349.00
6.	Money Clip.	\$ 69.00
7.	Bracelets (7 styles).	\$ 95.00
8.	Small Longhorn Bracelet	\$ 80.00

Minimum Order: \$500

(Prices Subject to Change)

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- 3/4" BRONC
- 3/4" BARREL RACER
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- 3/4" STEER HEAD
- 3/4" 3 FLOWER
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- 3/4" TEXAS STAR
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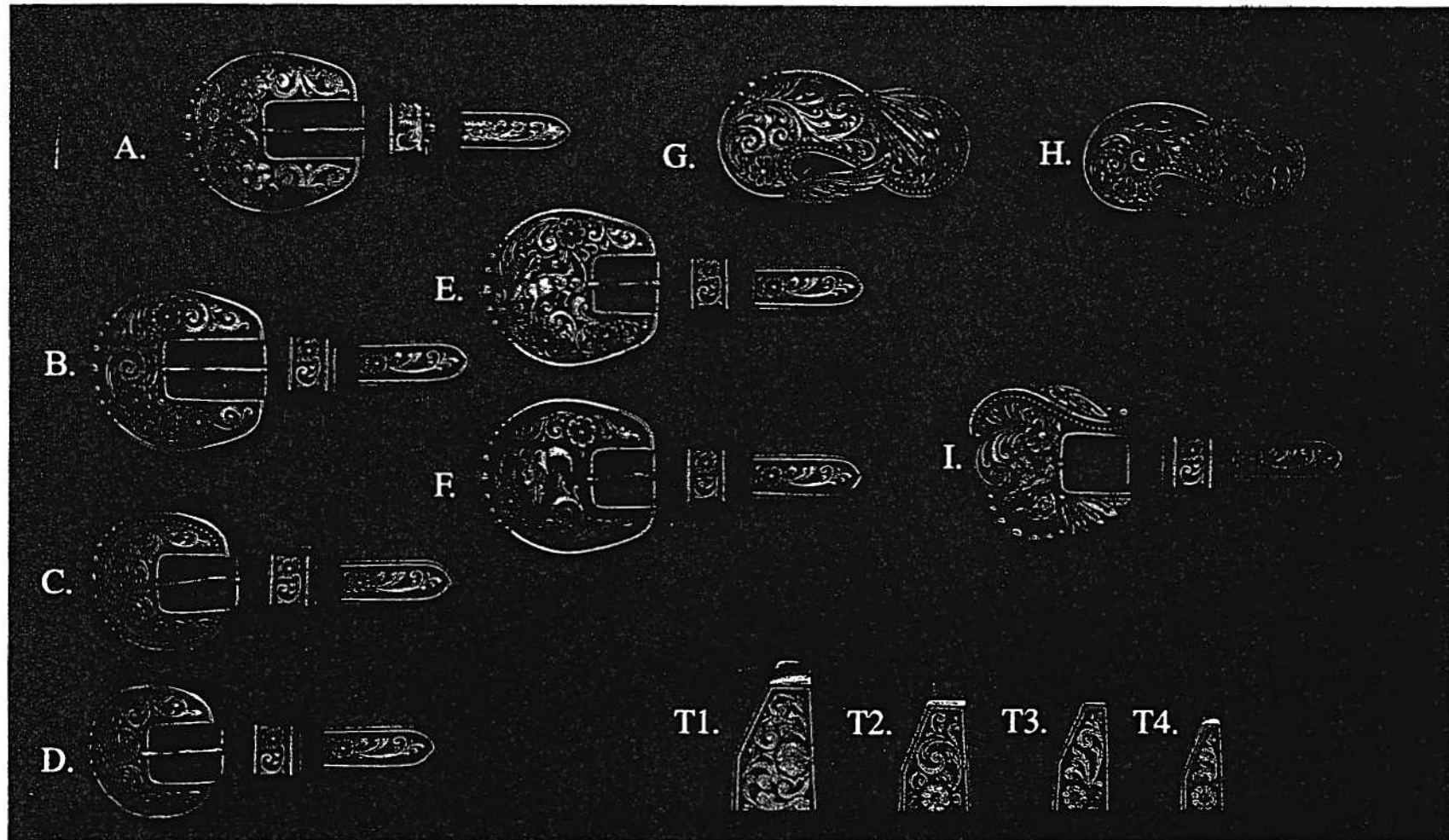
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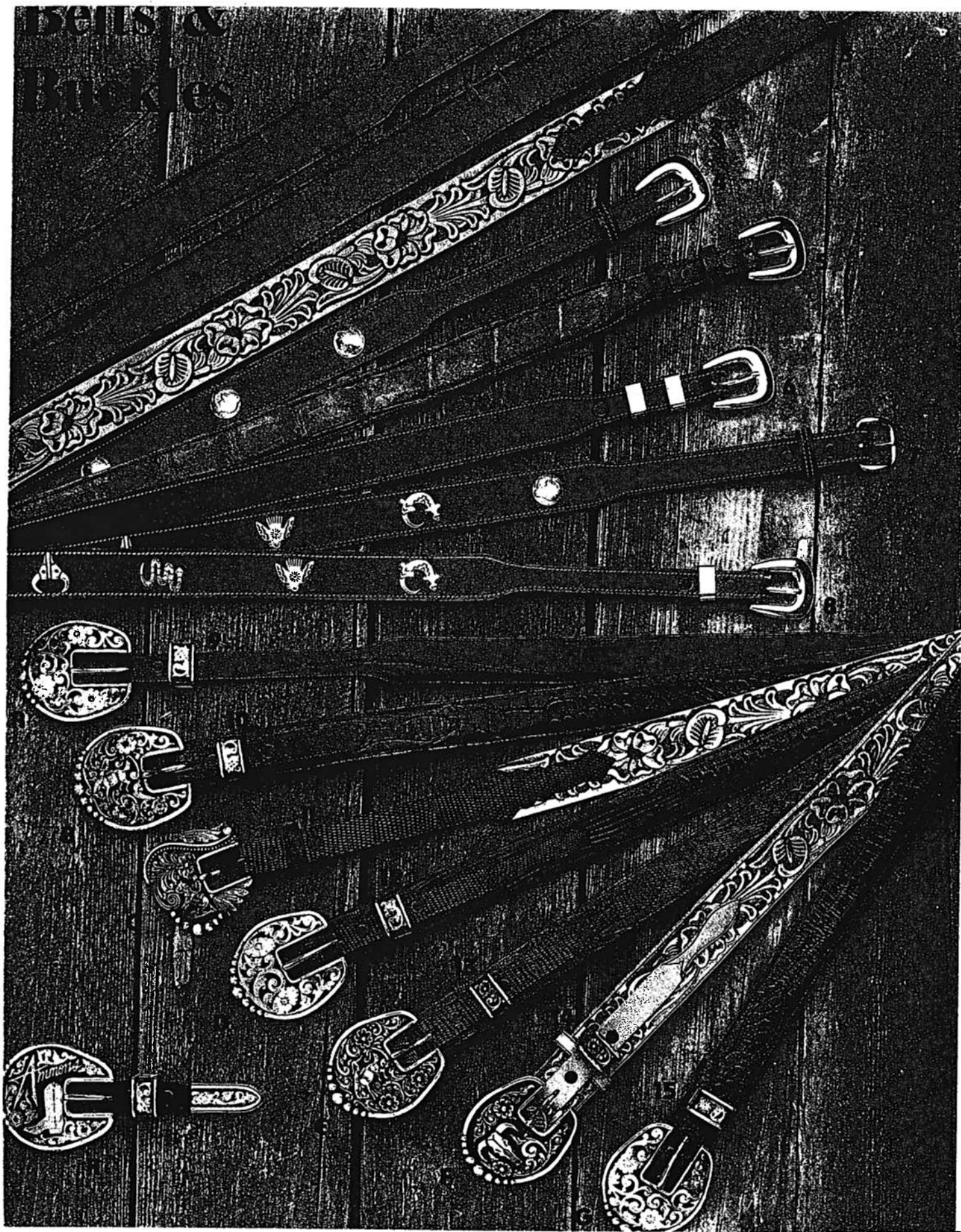
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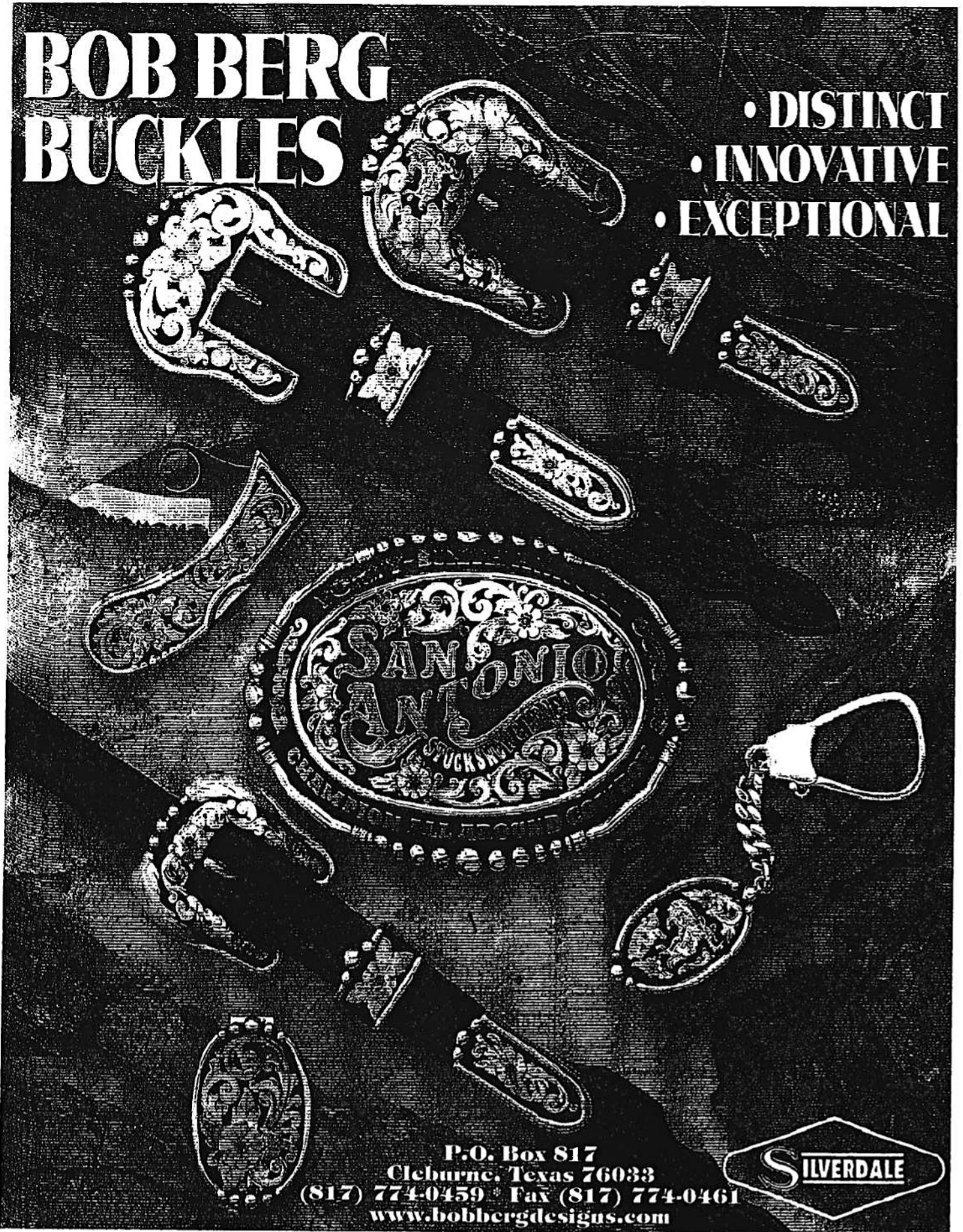
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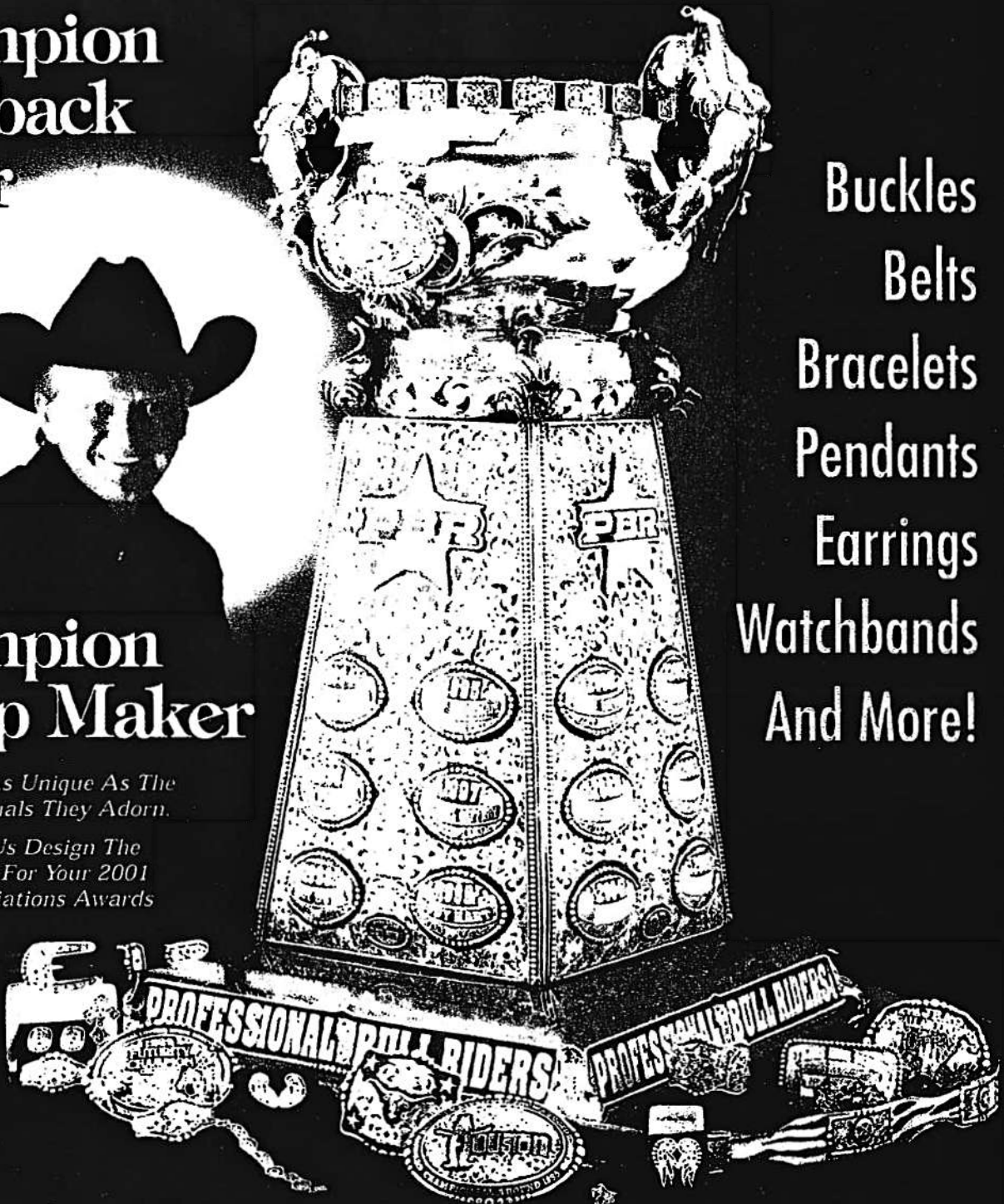
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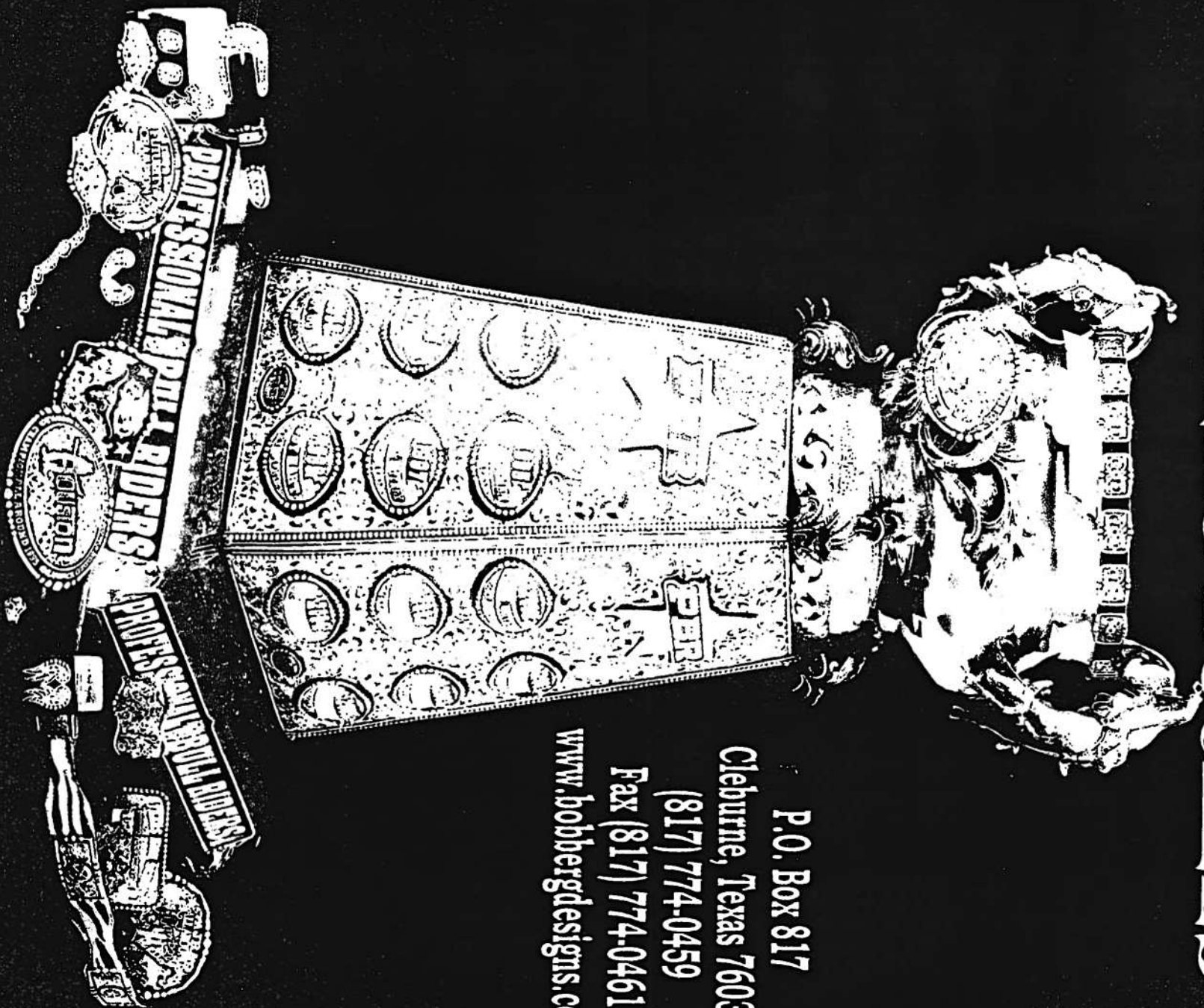
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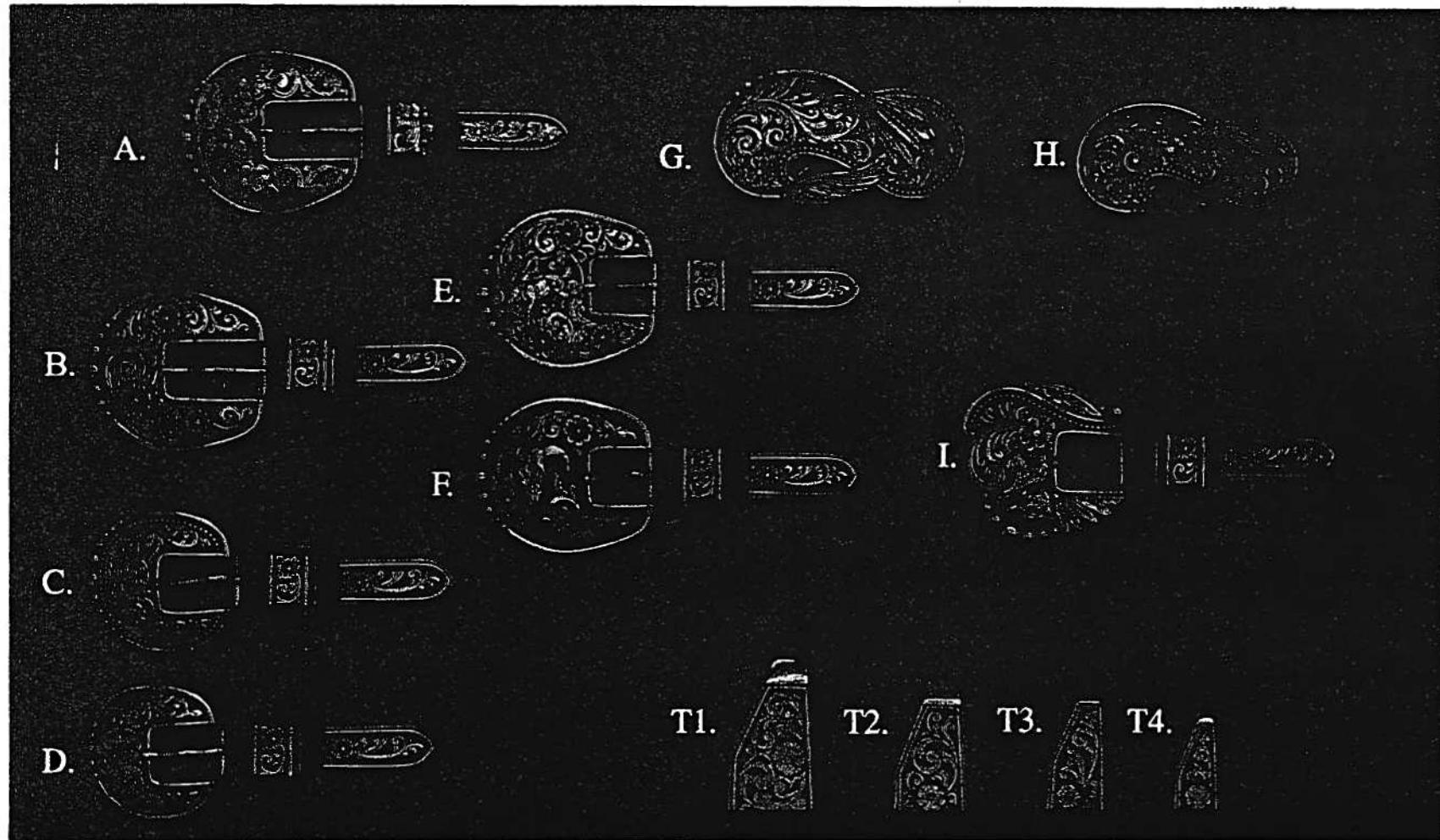


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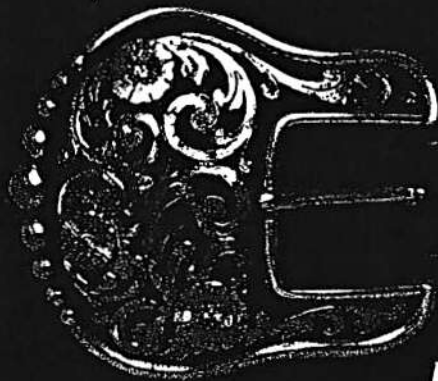


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Western Craftsman

BOB BERG

Broncs, Buckles & Mechanical Bulls

How an Aussie bronc-buster now busts out custom belt buckles for a clientele that includes Tanya Tucker, George Strait, Ted Turner and a host of champion cowboys.

While building his rodeo skills he worked six months for RM Williams, an old, established saddlery and bushmen's supplier, learning handstitching, leatherwork and leather stamping. At 17 years of age, he left school to go rodeoing.

Before he decided to try his seat and hand in American rodeos in 1971, he had claimed Rookie of the Year and the Bull-Riding Championship in New Zealand.

Seasons Of Change

He rode well in the U.S.—for all of two whole weeks. That's when an unfortunate landing broke his leg and, it seemed, his string of luck. Laid up, he stayed with friend Kenny Harper, a silversmith, in Vacaville, California. When

his leg healed some, he tried his hand at making saddles with Dave Pineda, at his saddlery in Clovis, California. Rodeoing again in California, he stayed in Reno with Mark Drain, an engraver friend who also did silversmithing.

Then something clicked, at the International Finals Rodeo for the International Professional Rodeo Association; after seeing the buckles and jewelry offered there, he borrowed Kenny Harper's equipment and started designing and crafting his own.

Berg continued to rodeo. In late 1976, at his last rodeo in California before returning to Australia, he won the All-Around Cowboy Title, winning the Bareback and placing second in Saddle Bronc. Back

The varied textures, tastes and talents of his life are all there to be read in Bob Berg's work. His jewelry, belt buckles and other accoutrements feature the meticulously engraved, highly polished gold-and-silver-on-black look for which he is famous, mirroring the high quality standards for which he strives. In the trim lines and quiet good taste of his Western wear, tough fabrics sometimes meet gauzy ones in a definitely feminine statement—a combination of his tastes and those of wife and partner Joanne, who gave up the title of Miss Rodeo Australia when they married in 1984.

In his leatherwork, exquisite stitching, precise stamping and thoughtful design reflect the experience and insight of one who has used such equipment often and hard, and knows what demands it will face.

In late 1976, Bob Berg started his own manufacturing business, making belt buckles, custom jewelry and rodeo equipment, including mechanical bulls.

Kissed on the A** by a Chinaman

That's how Berg matter-of-factly describes his life; it's an Australian expression, he says, for incredible, undeserved, unbelievably good luck. But the story of his career makes it easy to believe that Bob has combined hard work with native talent and inborn taste to make his own luck—the kind where preparation meets opportunity.

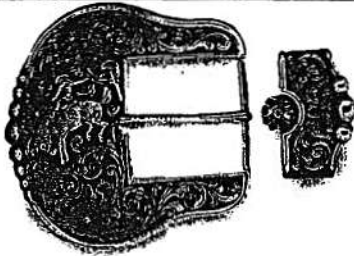
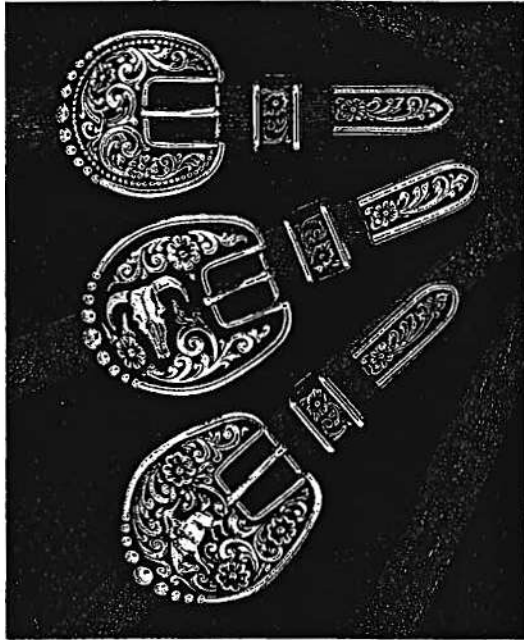
Born in Finley, New South Wales, Australia in October of 1952, Bob lived in Queensland until he was 8.

Then his father moved both his concrete slab business and his family to South Australia, where he soon introduced his son to cattle—and rodeos.

"From there," Berg relates, "it wasn't long till I was mutton-busting (a sheep-riding event for youngsters)." Then it was steers, then bulls, then barebacks, and finally he learned bronc-riding from Jim Ericson, famed American bronc-buster.

At 17, Bob Berg left school to rodeo. Before trying American rodeos in 1971, he had already claimed Rookie of the Year and the Bull-Riding Championship in New Zealand.





Before Bob Berg's buckles appeared, all rodeo buckles looked pretty much the same. They differed only in their inscriptions. His first move was to make buckles in different shapes and sizes and to treat the edges differently. Instead of beads and rope, his edges featured tapered beads and half-rounded, gleaming surfaces. His next dramatic departure was backgrounds of velvet black.

down under, he started his own manufacturing business, making belt buckles, custom jewelry and rodeo equipment, including mechanical bulls.

The year 1979 was a good one for Berg; the end of the year brought the Australian equivalent of the National Finals Rodeo—the World Titles Rodeo Invitational in Kooralbyn, Queensland, where Berg won the World Bareback Championship.

With saved prize money, he bought a house, arena and workshop in Queensland and

continued putting out solidly beautiful work. Here, he says, his luck really went on a roll.

Preparation Meets Opportunity

"There was this bucking machine for sale for \$3,500. I couldn't get anybody to buy it so I could mess around a bit with it, so I bought it and shipped it to my factory. We duplicated, then improved on it; we made a spinning bucking machine, which was rare then. The same week I introduced it, the movie *Urban Cowboy* came out. All of a sudden, I couldn't make enough; I had three factories going, another next door for assembly, and 50 yards from there, an engraving shop for buckles and all. Over the next two years, I sold 85 machines."

Aussie champs, returning from the States, told him how much Americans admired them. He came back to the States and took in the Pecos,

Salinas, Cheyenne and Calgary rodeos, flying between these events to meet different

rodeo committees and show them samples of his buckle work. Then he exhibited at the Na-

tional Finals Rodeo, where his booth nearly sold out. His marriage to Joanne brought her talents and suggestions to the party, and they started Silverdale Clothing Com-

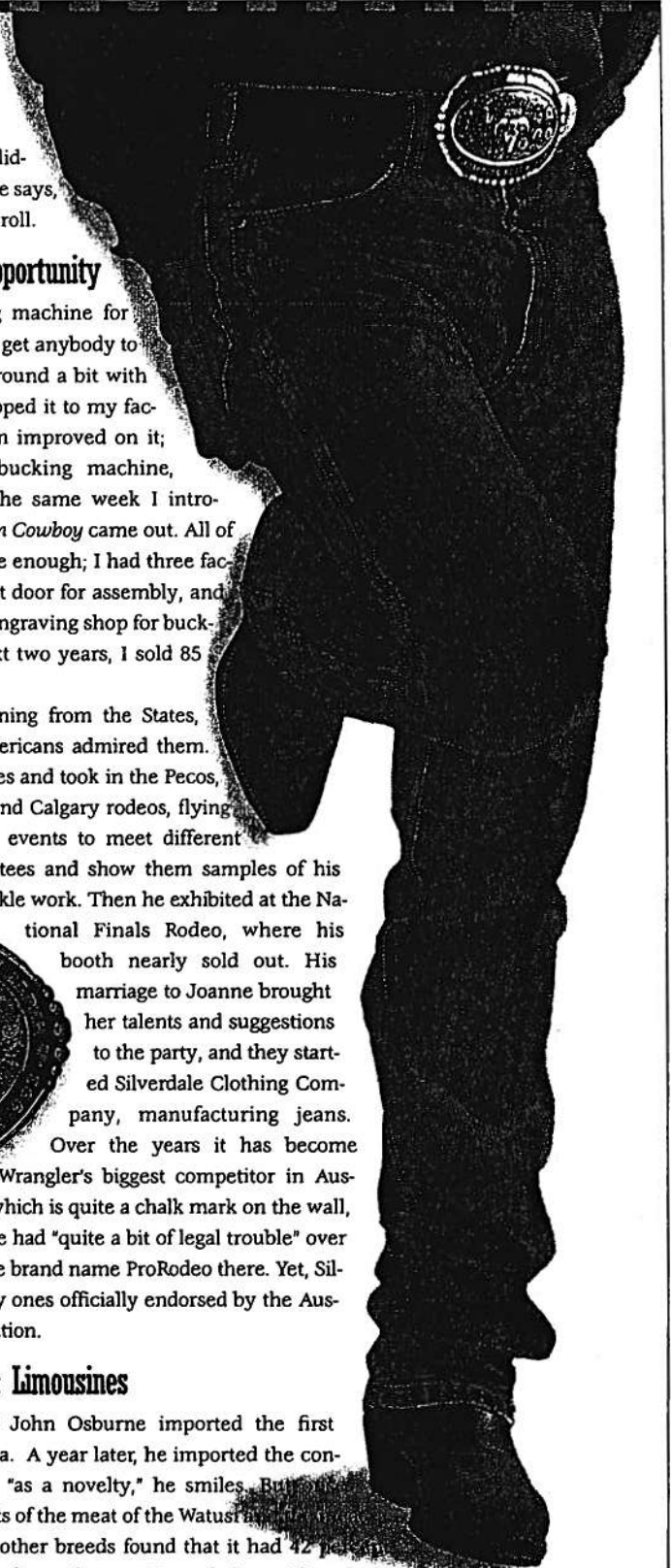
pany, manufacturing jeans.

Over the years it has become Wrangler's biggest competitor in Aus-

tralia, which is quite a chalk mark on the wall, in Berg's opinion. They've had "quite a bit of legal trouble" over Wrangler's right to use the brand name ProRodeo there. Yet, Silverdale jeans are the only ones officially endorsed by the Australian Pro Rodeo Association.

Watusis, Longhorns & Limousines

In the 1980s, Berg and John Osburne imported the first Longhorns to hit Australia. A year later, he imported the continent's first Watusi bull "as a novelty," he smiles. But again, luck took over. Tests of the meat of the Watusi and its crosses with three other breeds found that it had 42 percent lower cholesterol than beef in each cross. He ended up selling the bull and 21 of its progeny to a health-minded chain of restaurants—for a healthy sum.



How Berg Beauties Changed an Industry

IN LESS THAN HALF A YEAR, the colorful, hand-crafted buckles which carry \$2,000 have come to rival the famous silver and gold jewelry of the individual purveyors of the West. Bob Berg, 40, of Australia, has brought something special to the world of Western adornment.

Berg's designs, which have been featured in the "Western" section of the "Country" magazine, show a wide range of styles, from the simple to the ornate, and from the traditional to the modern.

His designs are not only beautiful, but they are also functional. They are made of high-quality materials and are designed to last.

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Western Craftsman

His next imports were Cadillacs, which didn't take to the rugged land as easily as the cattle. Bob hired his own engineers to change the drives from left to right and stretch the cars by 60 inches, creating limousines. All the while he kept rodeoing until, in 1992, a broken

foot and smashed leg put him out of the game for good. But not out of action—in 1993 he got an E-2 (investment) visa, and moved the business and the family to Bandera, Texas, outside of San Antonio in the Hill Country. The demand here for his jewelry and buckles remains high. He's proudest of the fact that champion cowboys often request Berg buckles to replace those they win. His long and illustrious list of clientele includes Gene Autry, Tanya Tucker, George Strait and Ted Turner. These



celebrities now have something besides a love of horses in common with great cowboys the world over. They all treasure wearable, durable works of art from the talented—and sometimes lucky—hands of Bob Berg. ♦

Editor's Note: For more information on Berg's creations, call (830) 796-7961.

Berg rodeoed well in the U.S.—for all of two whole weeks. That's when an unfortunate landing broke his leg and laid him up in California. He stayed with a friend, Kenny Harper, a silversmith. When his leg healed some, he tried his hand at making saddles with Dave Pineda at a saddlery in Clovis, California. Rodeoing again in California, he stayed in Reno with Mark Drain, an engraver friend who also did silversmithing. These relationships laid the groundwork for his own art.



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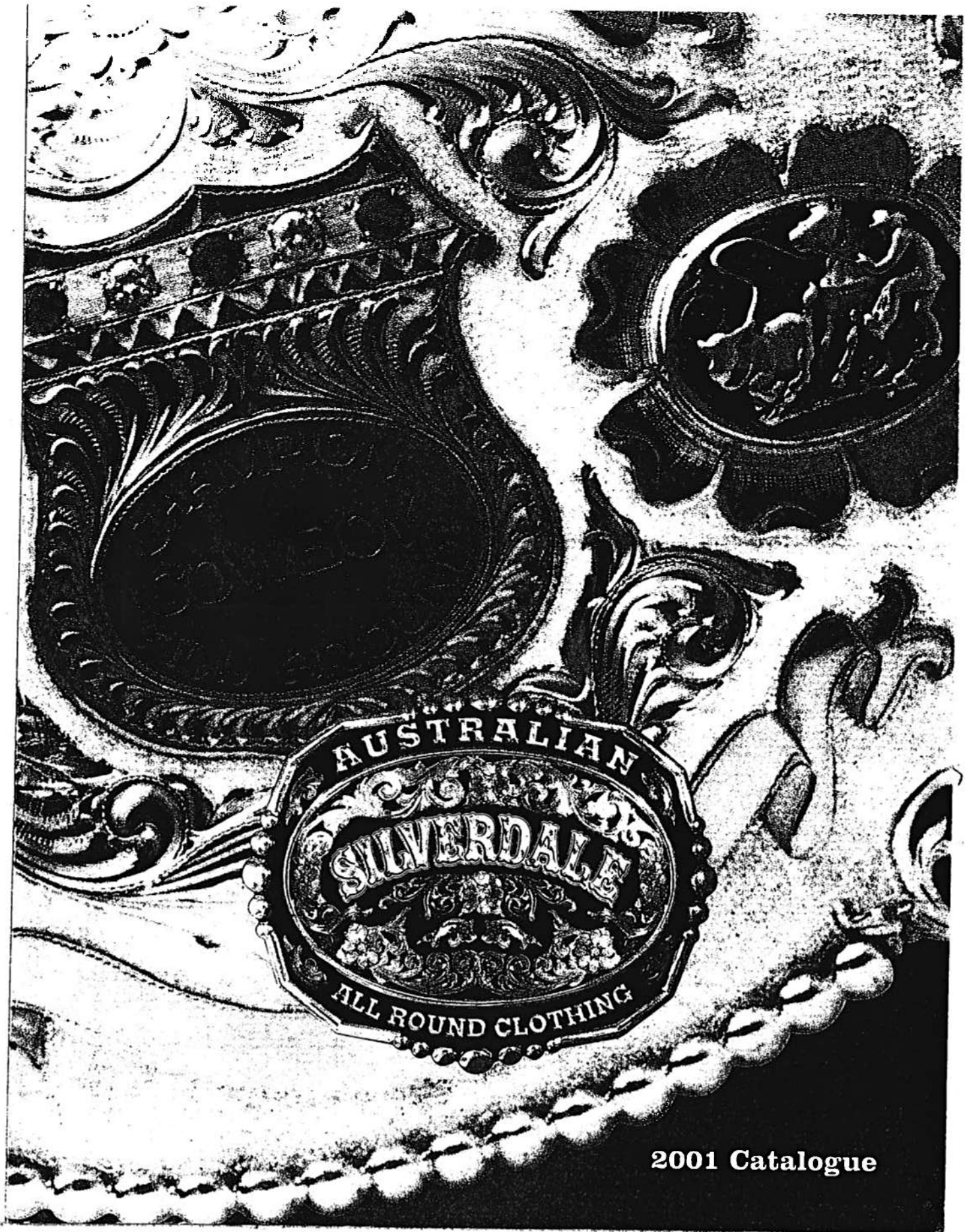


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SILVERDALE HAS COME OF AGE

NESTLED IN THE HEART of the rolling hills of the Fassifern Valley, lies the Silverdale Clothing Company. Supplier of jeans, hats, boots and belts to the country for 25 years.

Started in 1976 by Bob Berg, World Champion Cowboy and World Class Silversmith, and now with new partner, Bob Armitage. Bob is well known and highly respected in the business world and the rodeo circuit where he competes in calf roping and team roping.

Bob is originally from Rotarua, New Zealand and migrated to Australia in 1977 where he married his wife Debbie, and now has two grown children. The Armitage family lives just outside of the Ipswich CBD.

The two Bobs met and became friends on the set of a movie made in New Zealand, called Hunchin' Down the Track. Along with the new face of Bob Armitage, comes new policies and new management. Dianne and Kathleen co-manage the company from the Silverdale location.

The lasting quality of Silverdale Jeans, made from pre-shrunk 14 3/4 oz. denim and reinforced on all stress points as well as boot cut, have made these jeans extremely popular with people from all walks of life.

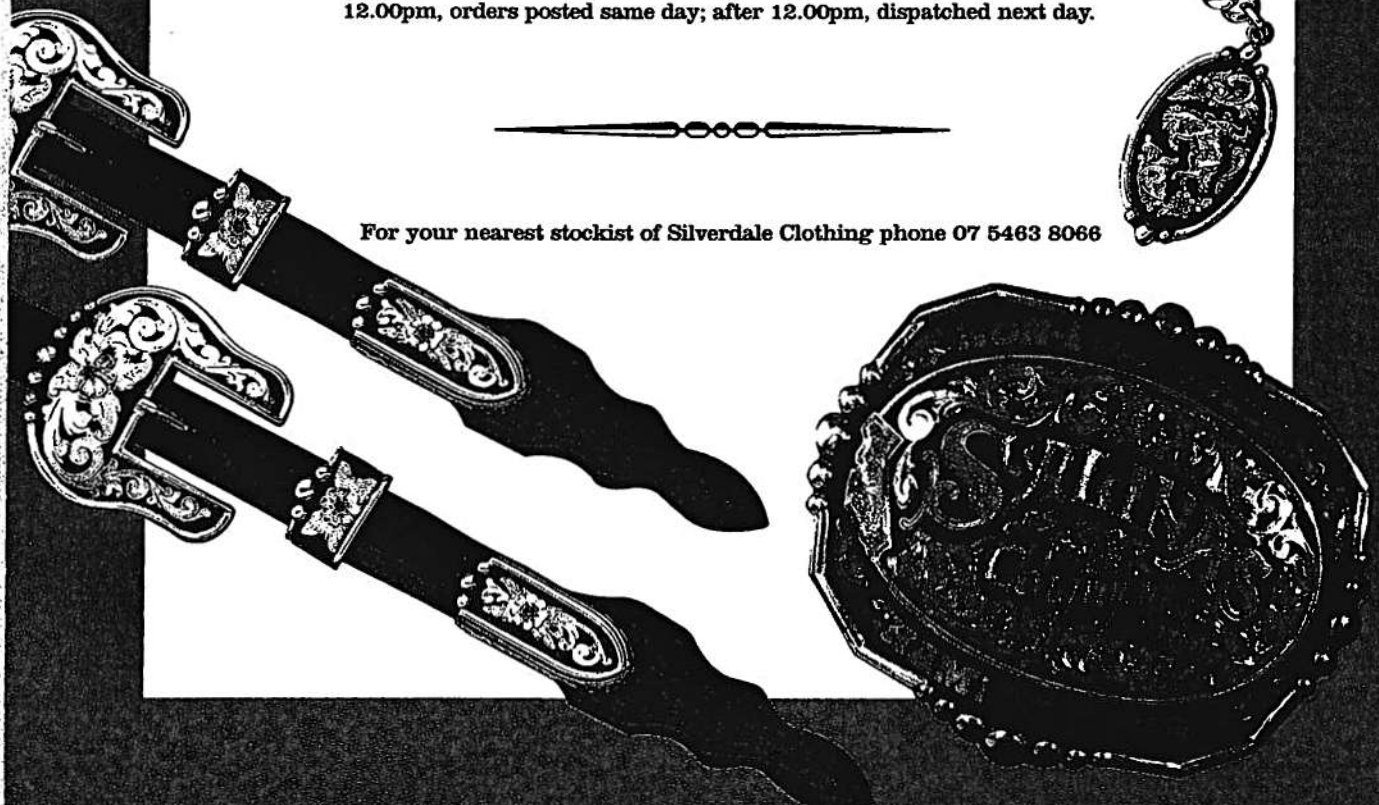
Silverdale also has a new range of ladies' jeans, they come in four colours, fawn, black, hunter green and blueberry, the sizes range from 2 up to 20. These jeans are made for comfort, style and durability.

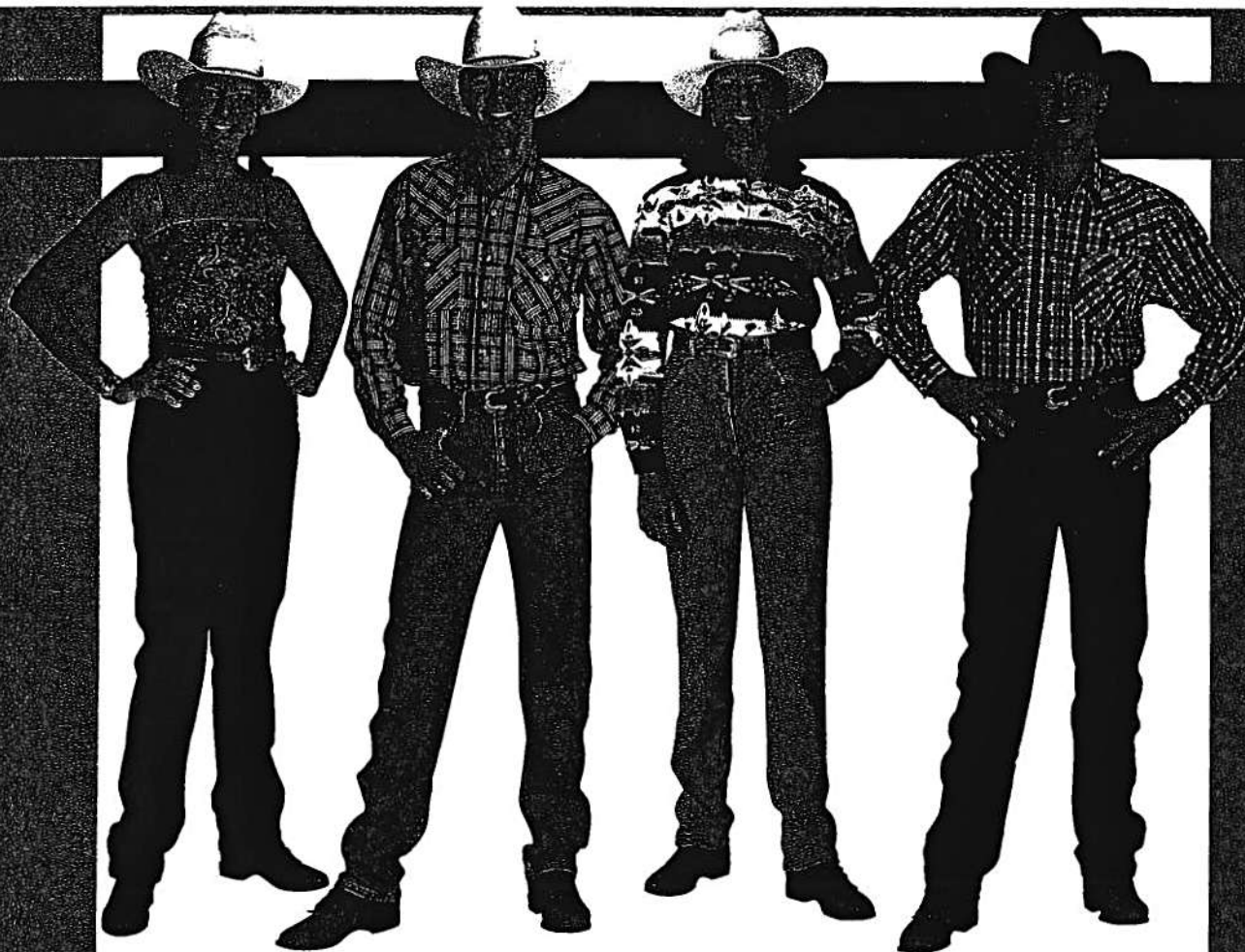
Straw hats are the word of the day for the dedicated hat wearer, light and airy and durable, (unless stood on by a bull) yet keeps the Australian sun off our face and head. The low cost of these hats make them a must in the gear of the outdoors Australian.

Silverdale has also added a new line of budget, yet durable cool shirts, check with snap and button closures and of course a western yoke. Extra long tails that don't creep out of your jeans have made these shirts extremely popular with all who try them.

Silverdale is your Service Warehouse - minimum orders accepted. Ring before 12.00pm, orders posted same day; after 12.00pm, dispatched next day.

For your nearest stockist of Silverdale Clothing phone 07 5463 8066



**Ladies Coloured Jeans**

Designed for style and comfort, cowboy tuff, flattering front and back decorative yoke, 100% cotton, boot cut, bare backs, 36" leg length. Sizes: 2, 4, 6, 8, 10, 12, 14, 16, 18, 20. Colours: Black, Fawn, Hunter Green, Blueberry.

**Mens Silverdale Jeans**

Jeans as tough as the man who wears them; 14 3/4oz denim, boot cut, pre-shrunk, seams & stress areas are reinforced. Sizes - Waist: 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 40, 42, 44. Leg: 32, 34, 36, 38. Colours: Blue Denim, Silverdale Blues, Washed.

**Youth & Childrens Silverdale Jeans**

14 3/4oz denim, pre-shrunk, seams & stress areas reinforced. Youth Sizes: 10, 12, 14, 16. Kids Sizes: 2, 3, 4, 5, 6, 7, 8. Colours: Blue Denim.

**Mens Silverdale Shirts**

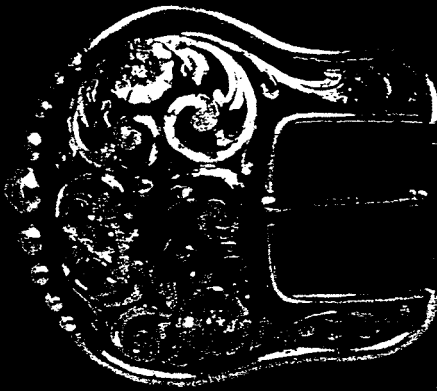
Western style front & back yoke, assorted check, long sleeve choice of snap or buttons closures.

Babies' Diaper Covers

Baby will look adorable in Silverdale Diaper Covers. Colours: Pink or Blue. Sizes: S, M, L.



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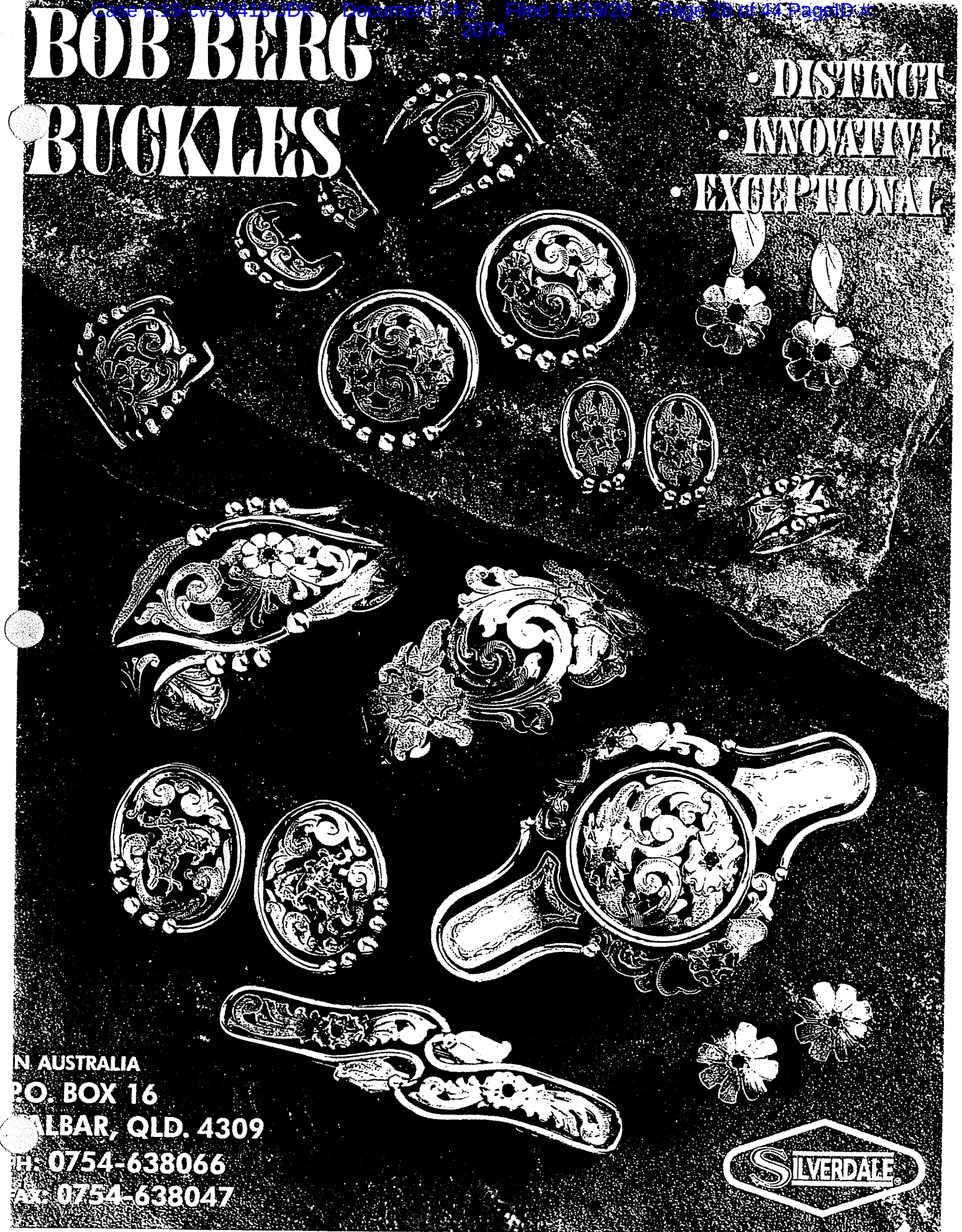
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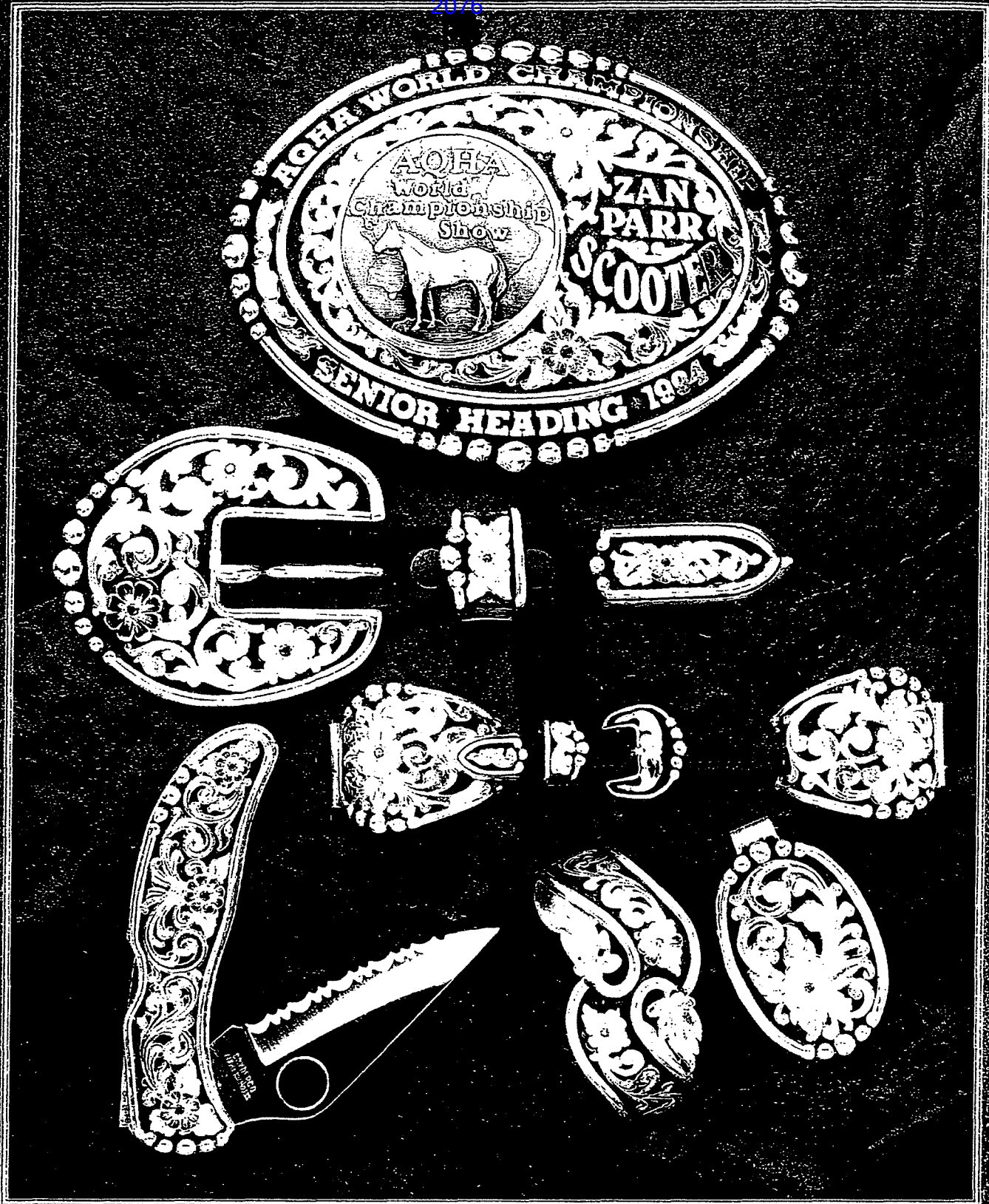
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RB_1573

BUD LIGHT CUP

The New PBR Bud Light Cup

The Millennium Edition

by Bonnie Wheatley

Reigning PBR Bud Light Cup World Champion Chris Shivers is at age 22 king of a fierce pack of competitors.

The PBR has set sports and entertainment standards since the organization's birth in 1992. PBR set yet another precedent in bull riding in 2000 with the presentation of a monumental trophy to its victor.

The grand new Bud Light Cup weighs more than 150 pounds, making it around 20 pounds heavier than Shivers. The tower portion upon which the cup itself rests is graced with 24 intricately placed buckles. Seven of the buckles are engraved with the names Adriano Moraes, Tuff Hedeman, Owen Washburn, Michael Gaffney, Troy Dunn, Cody Hart, and now Shivers, who joins the elite PBR world champions immortalized on the millennium version of the PBR's Bud Light Cup.

The cup and tower sit atop a richly hand-carved marble base. Cup, tower and base combine to reach a height of 40 inches, which includes 85 ounces of 10- and 14-karat gold, 60 pounds of sterling silver, and over 100 precious and non-precious stones in the tower alone. The massive cup is molded from 40 pounds of sterling silver. Labor intensive to say the least, the project required 3,700 man-hours.

A distinctive craftsman of Western buckles and jewelry, Australian native Bob Berg has separated his art from others in the Western market with his revolutionary techniques and singular designs. Cowboy, artist and entrepreneur, Berg, who hangs his hat in Bandera, Texas, was asked to create an updated version of the Bud Light Cup trophy to honor PBR world champions in the coming years. Knowledge, experience and artistic energy inspired Berg's work on both the new cup and the 2000 world championship buckle.

Bull riding is often described as a labor of love. Berg's motivation as a craftsman runs along the same lines.

"These are champions, these guys put their lives on the line," he said.

"Their heart is in it, and to be a good bull rider you have to live it, drink it, eat it, and it takes a lot of dedication; the same thing it takes to come up with something that's just bigger and better than anything that's come before it."

In a sport where the odds and laws of physics are all always stacked against you, a reward of grand proportions is fitting, and Berg's inspiration to build the landmark trophy is indicative of his approach to art.

"I said to Randy (Bernard, Chief Executive Officer of

the PBR), do something that's just going to blow people away," Berg said. "Don't be mediocre. Be great. That's what champions are and that's the way I feel about my work."

Berg and his associates worked frantically from the end of September when the cup and gold buckle were officially commissioned to overcome time constraints and present the award in Las Vegas on October 29th. Berg coordinated the cup's creation between the Texas office of Bob Berg Buckles and his factory headquarters in Guadalajara, Mexico, where a staff of approximately 28 people all had a hand in the project.

Estelle Stepherson, an associate from Berg's Texas office, explains how efforts came together between Mexico and the States.

"We did the art, when I say art, I mean the lettering layout, per Bob's instructions over the phone, here in the office while Bob was actually at the factory doing the work itself," Stepherson explained.

The cup is, as Berg states, truly "one of a kind," and unique methods went into its making. Explained Berg, "We had special molds made out of mesquite, which is a bit interesting because mesquite comes from Texas and is very hard."

Another significant bit of trivia in the design is that two bull riders adjoin either side of the cup forming handles, each weighing around 4.5 kilos (roughly 16 pounds).

"Authentic, original and durable." All are adjectives easily associated with a cowboy's way of living. All also apply to the art and attitude of Berg himself. Aptly described by Berg, the cup is a testament to "real cowboy art, this is the real thing."

Dedication and skill make world-class bull riders. The same attributes characterize

Berg's reputation as an artist. Born in Finley, New South Wales, Australia in 1952, Berg was exposed to leather stamping and stitching when his family moved to South Australia, where he eventually worked for a saddle maker. The rodeo trail lured

him out of school at age 17, and shortly thereafter he claimed the New Zealand rookie of the year and bull riding championships.

Berg was sidelined from rodeo shortly after his arrival in the United States in 1971, yet capitalized on the down time by expanding his interest in engraving and silverwork. The trademark gold-and-silver-on-black style for which he is now famous evolved from this early sideline interest.





Bob Berg is proud of his rodeo heritage. This was his saddle bronc riding form back in 1982. Warwick photo.

Berg returned to Australia in 1976, where besides establishing his custom belt buckle and jewelry business, he won an Australian world championship in the bareback riding event.

Strongly influenced by his roots as a rodeo athlete, Berg explains his commitment to the Bud Light Cup and its significance as a symbol in the sport of bull riding.

"My heart is in this," he said. "I rode bulls. I rode bare back horses. I rode broncs, and when I did I went down the road and we won 400 or 500 bucks back 20 years ago, and the golfers would win \$600,000 a year. It would burn us up because we put our lives on the line; they (the cowboys) were being used and abused, and they have been for some time. That's the way I feel about it and you can quote that. Fittingly, in the year 2000, the PBR is able to award a quarter-million-dollar award."

Berg is grateful to those having made the \$250,000 artistic undertaking a reality.

"Thank the good Lord, thank the PBR and thank the fans that the PBR has the budget to bring the world champions the greatest trophy in the world," he said.

Berg has built championship buckles for prominent rodeo committees across the United States and supplied buckles to the champions of the Australian Pro Rodeo Association for the past 22 years. Hand-cut and soldered scrollwork and lettering characterize Bob Berg designs. Berg initiated the technique of stacking tri-color gold to achieve a three-dimensional look in his buckles and jewelry.

Entrepreneurial endeavors over the years have led Berg from success in the mechanical bull business to an integral role in both the Western retail and Longhorn cattle industries.

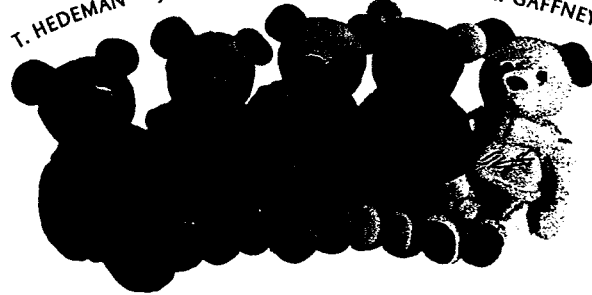
Transplanted again in 1993 back to the United States in Australia, Berg settled in Bandera. Berg married wife Cocoa in August of 2000, and between the two of them they have five children.

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Fax: 817-556-2147

October 20, 2003

On November 21, 2000 Injunction Hearing, Joanne Dorothy Berg was examined, on page 72, line 18, question stated: "and what business did you engage in when you got to the United States? Joanne's answer was "A continuation of the business in Australis which is Bob Berg Buckles or Silverdales. It was under several different names." This is a correct statement, however, Joanne was not a co-owner of that company. Bob Berg, Pty, Ltd is a Corporation. See attached Certificate of Incorporation of a Proprietary Company from September 16, 1980 to present. Joanne was formerly a director of the Corporation from May 2, 1989 to March 1, 2003 when she resigned as Director. As a director of the Corporation it does not entitle one to the copyright designs of the artist. Also Joanne's statement as to copyright was not addressed, this is incorrect, the final divorce decree clearly states Bob Berg was awarded , "In the final divorce decree , H-6. The business known as Bob Berg Buckles, including but not limited to all fixtures, inventory, cash, receivables, accounts, goods, and supplies, and all rights and privileges, past, present, or future, arising out of or in connection with the operation of the business." "H-7. The business known as Silverdales and/or Silverdale, including but not limited to all fixtures, inventory, cash, receivables, accounts, goods, and supplies; and all rights and privileges, past, present, or future, arising out of or in connection with the operation of the business."

On page 197, line 5. Of the Injunction Hearing the "Q. Like on future jewelry that you're going to order from Caesar or somebody else are you going to come up with your own designs. A. Yes, I have several new designs. Q. Do you plan to continue using the designs that Mr. Berg has? A. The basic concepts as every other buckle maker in the United States is doing, yes." This bold statement clearly shows Joanne realizes the designs are that of Bob Berg.

This is in response to false allegations regarding fraudulent applications of copyright by Bob Berg.

- 1. Application was made with the distinctive features of the tapered beads in connection with the 1/2 round wire edge (see attached).**
- 2. The black background in this case was the fillagree background meaning (cuts) through the buckle giving it the black background look.**
- 3. The tri-color gold overlays combining the flowers, leaves and scrolls.**

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The reason I submitted copyrights for my buckle designs was to protect the look of the outside edge, inside circle and overall effect of the three above stated elements.

Hugh Weaver was employed by Bob Berg Silverdale's in Australia for several months around 89, 90 or 91. His duties included preparing buckles for production and custom lettering layouts for buckles. Mr. Weaver did a lettering layout for the West of the Pecos buckle, which I later modified to be more legible.

It is obvious I cannot sell buckles to every rodeo committee with the West of the Pecos lettering on it, each committee has their own logo and lettering that is designed specifically for their event. The obvious reason for copyright lodgement of my buckles and jewelry designs was to protect the overall look, namely the edge, black background and the overlays.

While working as an employee of mine Mr. Weaver used buckle patterns and shapes with this edge, however, I had been designing buckles and jewelry with this edge for years prior to meeting Hugh Weaver. Any work that Hugh Weaver did prior and after his short term employment with my company had no influence on my choice of combining the three above stated elements. If Mr. Weaver has claims of authorship in his work, it is his obligation under copyright law to protect his designs following the regulations set forth by copyright law. My copyright designs are legitimate and true. At the time of employment Mr. Weaver worked in the engraving room in a separate building from where Joanne worked. It was not one of Joanne's duties to oversee Mr. Weaver and she rarely went into the separate building in which Mr. Weaver worked. She would not be knowledgeable of what duties I gave to Mr. Weaver.

I started making and designing buckles in late 1975 and early 1976 in California. I moved back to Australia in November, 1977. It was in 1977 the APRA (Australian Professional Rodeo Association) first contracted my designs for their trophy buckle awards. I have been the official buckle maker for the APRA from 1977-2003. The layouts of their buckles have not changed, however, I have improved my scroll work over the years. The APRA All Around Cowboy Buckle has always featured the large beads around the outside edge with the uneven circle, tri-color gold and the fillagree background which gave the buckle a black background effect.

All the jewelry and inventory was in the possession of the Receiver, with the exception of jewelry that was checked out for specific trade shows. On completion of the trade show, all documentation and inventory was returned to the receiver. Joanne was awarded all of the inventory in the divorce settlement. I agreed to pay all debt. I lost everything with the understanding that I was awarded my business. This a direct quote from the final divorce decree "H-6. The business known as Bob Berg Buckles, including but not limited to all fixtures,

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inventory, cash, receivables, accounts, goods, and supplies, and all rights and privileges, past, present, or future, arising out of or in connection with the operation of the business.”

“H-7. The business known as Silverdales and/or Silverdale, including but not limited to all fixtures, inventory, cash, receivables, accounts, goods, and supplies; and all rights and privileges, past, present, or future, arising out of or in connection with the operation of the business.”

The following is a list of items I did not receive, which are part of the business:

1. Clients/Customer list
2. Bob Berg Buckles software with copyrighted buckle blanks used for layouts
3. Bob Berg Telephone Number
4. Computers, Office Equipment
5. Website diverted Bob Berg Buckles website to Hy O Silver website

Joanne had a restraining order on me through out the divorce. I was not allowed to enter my own business in Bandera during and/or after the divorce.

Joanne's response leads one to believe we both were awarded a Business Office. Joanne kept the office, all equipment (computers, desks, phones, etc.), files, and everything relating to the business that I had purchased in Bandera and in addition to that took all of the same from the temporary office I had set up in Cleburne.

How Berg Beauties Changed an Industry

IN LESS THAN HALF A CENTURY, one collector of Berg buckles (which start at \$1,000) has bought five or them—at prices averaging \$2,750. Women collect his individually numbered bracelets, of which only 100 are produced per design. Obviously, this Australian/American has brought something special to the world of Western accoutrements.

Before Bob Berg's buckles appeared, all rodeo buckles looked pretty much the same—pretty, shiny, but all the same size and shape, they differed only in their inscriptions.

"They were fairly uniform," Berg remembers. "They all had a kind of whitish-silver background with gold overlays. I wanted to make the inscription and the design stand out a bit more."

Advertising execs and graphic designers refer to this process as "popping"—making a certain feature of an ad or page "pop" out and grab the eye. Berg made some eyes pop, in what some people think was a move that revolutionized the buckle industry.

"I just did the opposite of everyone else's work," he claims, modestly. His first move was to make buckles in different shapes and sizes and to treat the edges differently. Instead of beads and rope, his edges featured tapered beads and half-rounded, gleaming surfaces. His next dramatic departure was backgrounds of velvety black. Hey, it worked for pictures of Elvis.

Then he started "painting with metal." He was the first to use copper and tricolor gold, and the first to go 3-dimensional. He solders layers of different metals on top of each other, literally building a design in three dimensions.

"I like to crowd the buckle with gold," he says, "and space it out well so it never looks cluttered."

Berg intended to make a "Rich, bold, classy" look, and he has succeeded beyond dreams of avarice. The Australian Professional Rodeo Association recently celebrated its 20th year of awarding Bob Berg buckles to its winners, which is a record in the industry. The rodeos at Prescott and San Antonio also have decided to offer Berg buckles among their prizes, and other associations are lining up in the wings.

It's really no wonder that his buckles and other Western jewelry are so popular. Their beauty and obvious value attract the eye, then hold it with simple yet intricate design and craftsmanship. Wearing Berg's work is not always a declaration of having been a winning cowboy. Sometimes it's simply a statement of having arrived at good taste ahead of the crowd—and of having the wherewithal and good sense to invest in it.

Western Craftsman

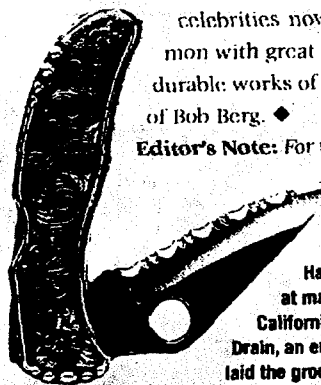
His next imports were Cadillacs, which didn't take to the rugged land as easily as the cattle. Bob hired his own engineers to change the drives from left to right and stretch the cars by 60 inches, creating limousines. All the while he kept rodeoing until, in 1992, a broken



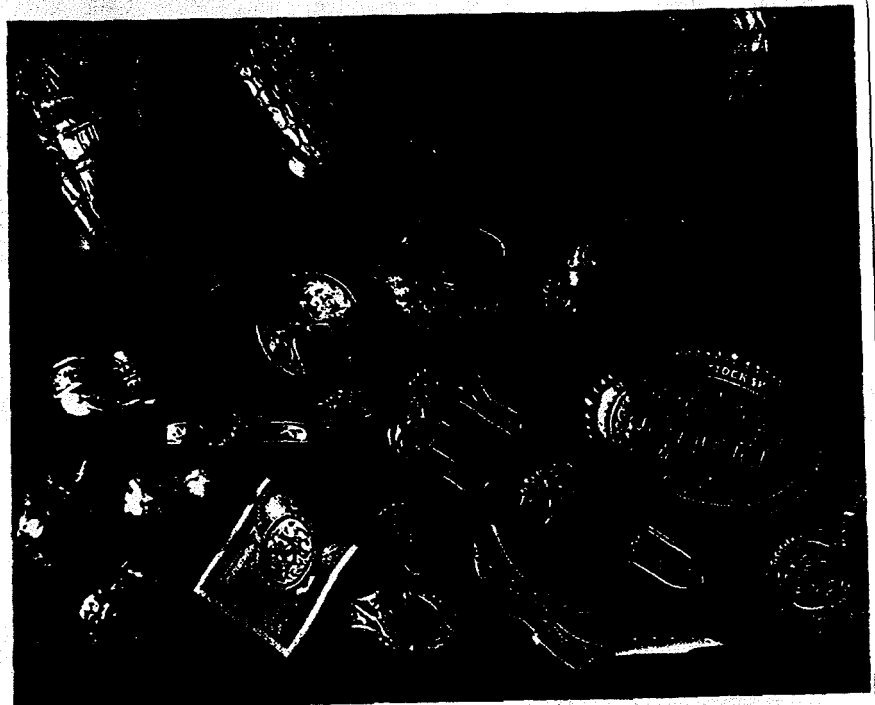
foot and smashed leg put him out of the game for good. But not out of action—in 1993 he got an E-2 (investment) visa, and moved the business and the family to Bandera, Texas, outside of San Antonio in the Hill Country. The demand here for his jewelry and buckles remains high. He's proudest of the fact that champion cowboys often request Berg buckles to replace those they win. His long and illustrious list of clientele includes Gene Autry, Tanya Tucker, George Strait and Ted Turner. These

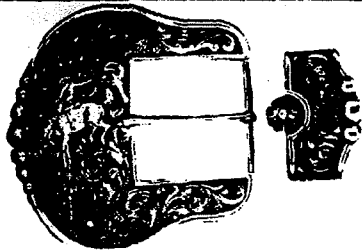
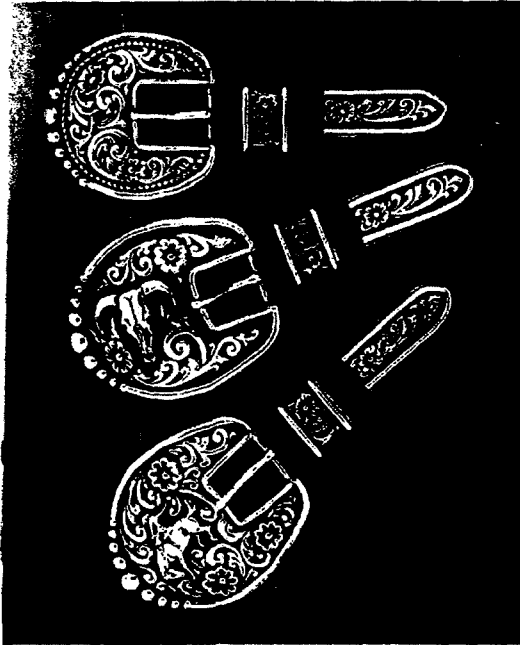
celebrities now have something besides a love of horses in common with great cowboys the world over. They all treasure wearable, durable works of art from the talented—and sometimes lucky—hands of Bob Berg. ♦

Editor's Note: For more information on Berg's creations, call (830) 796-7961.



Berg rodeoed well in the U.S.—for all of two whole weeks. That's when an unfortunate landing broke his leg and laid him up in California. He stayed with a friend, Kenny Harper, a silversmith. When his leg healed some, he tried his hand at making saddles with Dave Pineda at a saddlery in Clovis, California. Rodeoing again in California, he stayed in Reno with Mark Drain, an engraver friend who also did silversmithing. These relationships laid the groundwork for his own art.





Before Bob Berg's buckles appeared, all rodeo buckles looked pretty much the same. They differed only in their inscriptions. His first move was to make buckles in different shapes and sizes and to treat the edges differently. Instead of beads and rope, his edges featured tapered beads and half-rounded, gleaming surfaces. His next dramatic departure was backgrounds of velvet black.

down under, he started his own manufacturing business, making belt buckles, custom jewelry and rodeo equipment, including mechanical bulls.

The year 1979 was a good one for Berg; the end of the year brought the Australian equivalent of the National Finals Rodeo—the World Titles Rodeo Invitational in Kooralbyn, Queensland, where Berg won the World Bareback Championship.

With saved prize money, he bought a house, arena and workshop in Queensland and

continued putting out solidly beautiful work. Here, he says, his luck really went on a roll.

Preparation Meets Opportunity

"There was this bucking machine for sale for \$3,500. I couldn't get anybody to buy it so I could mess around a bit with it, so I bought it and shipped it to my factory. We duplicated, then improved on it; we made a spinning bucking machine, which was rare then. The same week I introduced it, the movie *Urban Cowboy* came out. All of a sudden, I couldn't make enough; I had three factories going, another next door for assembly, and 50 yards from there, an engraving shop for buckles and all. Over the next two years, I sold 85 machines."

Aussie champs, returning from the States, told him how much Americans admired them. He came back to the States and took in the Pecos,

Salinas, Cheyenne and Calgary rodeos, flying between these events to meet different

rodeo committees and show them samples of his buckle work. Then he exhibited at the Na-

tional Finals Rodeo, where his

booth nearly sold out. His

marriage to Joanne brought

her talents and suggestions

to the party, and they started

Silverdale Clothing Com-

pany, manufacturing jeans.

Over the years it has become

Wrangler's biggest competitor in Aus-

tralia, which is quite a chalk mark on the wall,

in Berg's opinion. They've had "quite a bit of legal trouble" over

Wrangler's right to use the brand name ProRodeo there. Yet, Sil-

verdale jeans are the only ones officially endorsed by the Aus-

tralian Pro Rodeo Association.

Watusis, Longhorns & Limousines

In the 1980s, Berg and John Osburne imported the first

Longhorns to hit Australia. A year later, he imported the con-

tinent's first Watusi bull "as a novelty," he smiles. But once

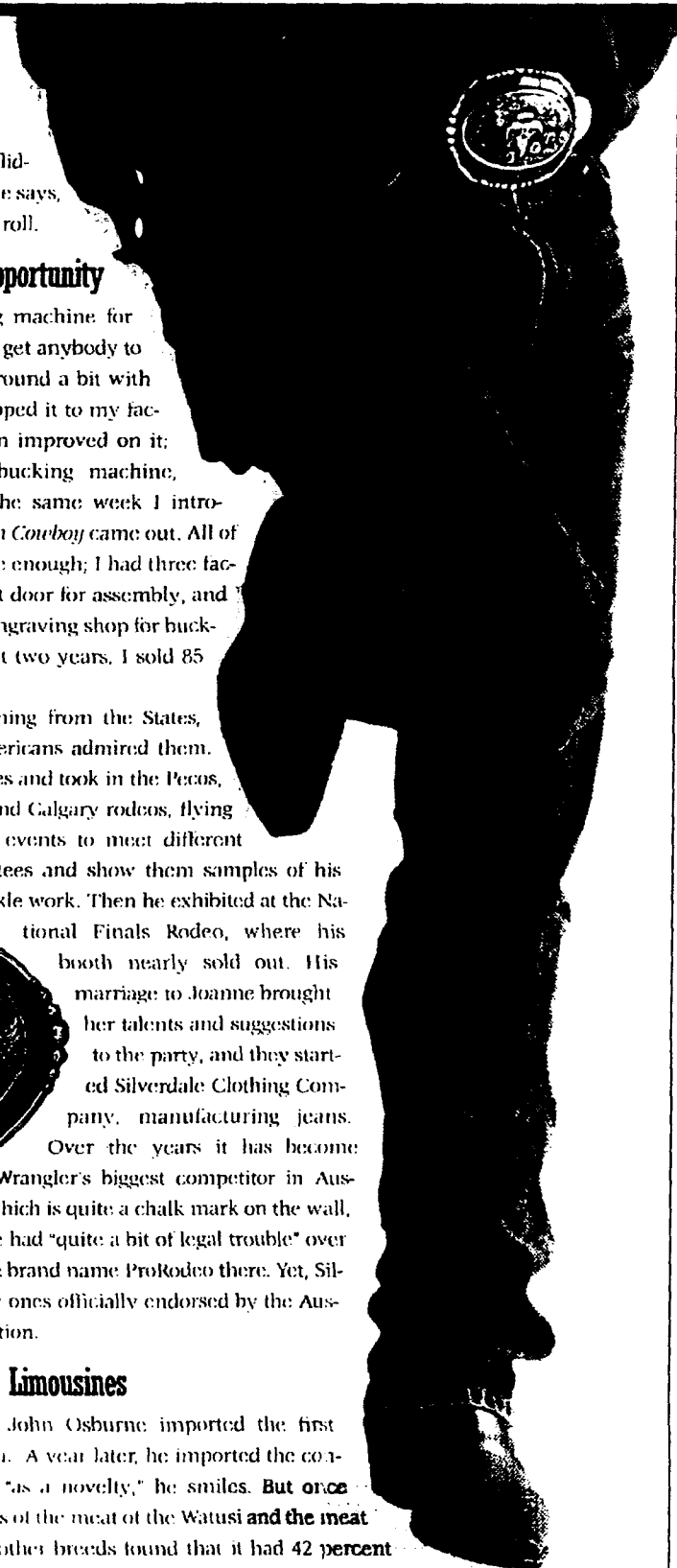
again, luck took over. Tests of the meat of the Watusi and the meat

of its crosses with three other breeds found that it had 42 percent

lower cholesterol than beef in each cross. He ended up selling the bull and

21 of its progeny to a health-minded chain of restaurants—for a healthy

sum.





■ Western Craftsman

BOB BERG

Broncs, Buckles & Mechanical Bulls

How an Aussie bronc-buster now busts out custom belt buckles for a clientele that includes Tanya Tucker, George Strait, Ted Turner and a host of champion cowboys.

While building his rodeo skills he worked six months for RM Williams, an old, established saddlery and bushmen's supplier, learning handstitching, leatherwork and leather stamping. At 17 years of age, he left school to go rodeoing.

Before he decided to try his seat and hand in American rodeos in 1971, he had claimed Rookie of the Year and the Bull-Riding Championship in New Zealand.

Seasons Of Change

He rode well in the U.S.—for all of two whole weeks. That's when an unfortunate landing broke his leg and, it seemed, his string of luck. Laid up, he stayed with friend Kenny Harper, a silversmith, in Vacaville, California. When

his leg healed some, he tried his hand at making saddles with Dave Pineda, at his saddlery in Clovis, California. Rodeoing again in California, he stayed in Reno with Mark Drain, an engraver friend who also did silversmithing.

Then something clicked, at the International Finals Rodeo for the International Professional Rodeo Association; after seeing the buckles and jewelry offered there, he borrowed Kenny Harper's equipment and started designing and crafting his own.

Berg continued to rodeo. In late 1976, at his last rodeo in California before returning to Australia, he won the All-Around Cowboy Title, winning the Bareback and placing second in Saddle Bronc. Back

The varied textures, tastes and talents of his life are all there to be read in Bob Berg's work. His jewelry, belt buckles and other accoutrements feature the meticulously engraved, highly polished gold-and-silver-on-black look for which he is famous, mirroring the high quality standards for which he strives. In the trim lines and quiet good taste of his Western wear, tough fabrics sometimes meet gauzy ones in a definitely feminine statement—a combination of his tastes and those of wife and partner Joanne, who gave up the title of Miss Rodeo Australia when they married in 1984.

In his leatherwork, exquisite stitching, precise stamping and thoughtful design reflect the experience and insight of one who has used such equipment often and hard and knows what demands it will face.

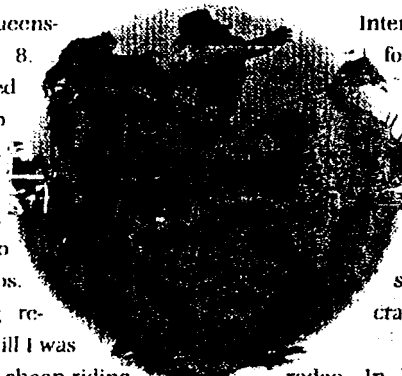
In late 1976, Bob Berg started his own manufacturing business, making belt buckles, custom jewelry and rodeo equipment, including mechanical bulls.

Kissed on the A** by a Chinaman

That's how Berg matter-of-factly describes his life; it's an Australian expression, he says, for incredible, undeserved, unbelievably good luck. But the story of his career makes it easy to believe that Bob has combined hard work with native talent and inborn taste to make his own luck—the kind where preparation meets opportunity.

Born in Finley, New South Wales, Australia in October of 1952, Bob lived in Queensland until he was 8. Then his father moved both his concrete slab business and his family to South Australia, where he soon introduced his son to cattle—and rodeos. "From there," Berg relates, "it wasn't long till I was mutton-busting—a sheep-riding event for youngsters." Then it was steeplechase, then barebacks, and finally he learned bronc-riding from Jim Erskson, famed American bronc-buster.

At 17, Bob Berg left school to rodeo. Before trying American rodeos in 1971, he had already claimed Rookie of the Year and the Bull-Riding Championship in New Zealand.





CUSTOM MADE GOLD & SILVER BUCKLES
CLOTHING & COLLECTIBLES

4-1-96

Spring Creek
Brett Bauman
50 Rd. 156 Box 52
Carpenter, WY. 82054

Dear Brett,

Please find enclosed our buckle flyer and price lists as requested. Bob has been designing and manufacturing buckles for the past 20 years, primarily in Australia. However he is fast becoming known in the Western industry in this country for both quality and innovative design work. We made the champion buckles for both the San Antonio and Prescott Rodeos this year. Our work features three different colors of gold (rose, yellow and green), beaded edges and black background (if desired).

Our trophy style buckles start around \$500 and increase according to how elaborate the design is and how much gold overlay work is included. Most people let us know their budget and Bob designs a buckle within that range.

I feel that the 3 pce. buckle set should work for you, I have included a photo of the Kansas buckle for your interest. If you have any questions please feel free to contact us at any time. We thank you for your interest in our work and look forward to hearing from you soon.

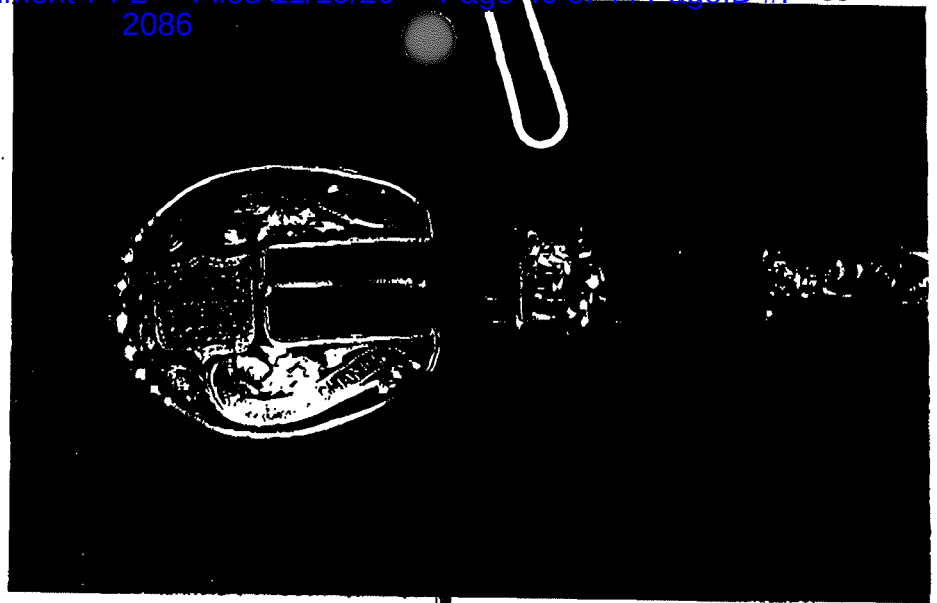
Yours sincerely,

JoBerg
Joanne Berg

*P.S. Brett - people wear our
buckles which adds up to
great promotional value!*

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Bob Berg's
SILVERDALES
CUSTOM MADE GOLD & SILVER BUCKLES
CLOTHING & COLLECTIBLES



Actual SIZE



T.R. FIGURE.

Banner Top + Bottom
TEAM ROPING FIGURE
(STERLING)
BUCKLE - SOLID STERLING
10K + 14K GOLD OVERLAY
RED STONES IN FLOWERS

QUOTE ON 10 BUCKLES

W/SALE \$297 ea
LETTERING IN BANNER
(\$15 per LINE) 30
\$ 327 ea

WE REQUIRE A 50% DEPOSIT WITH YOUR ORDER, WHICH MUST
BE PLACED 4-6 WEEKS PRIOR TO DELIVERY.

Thank You Bob Berg

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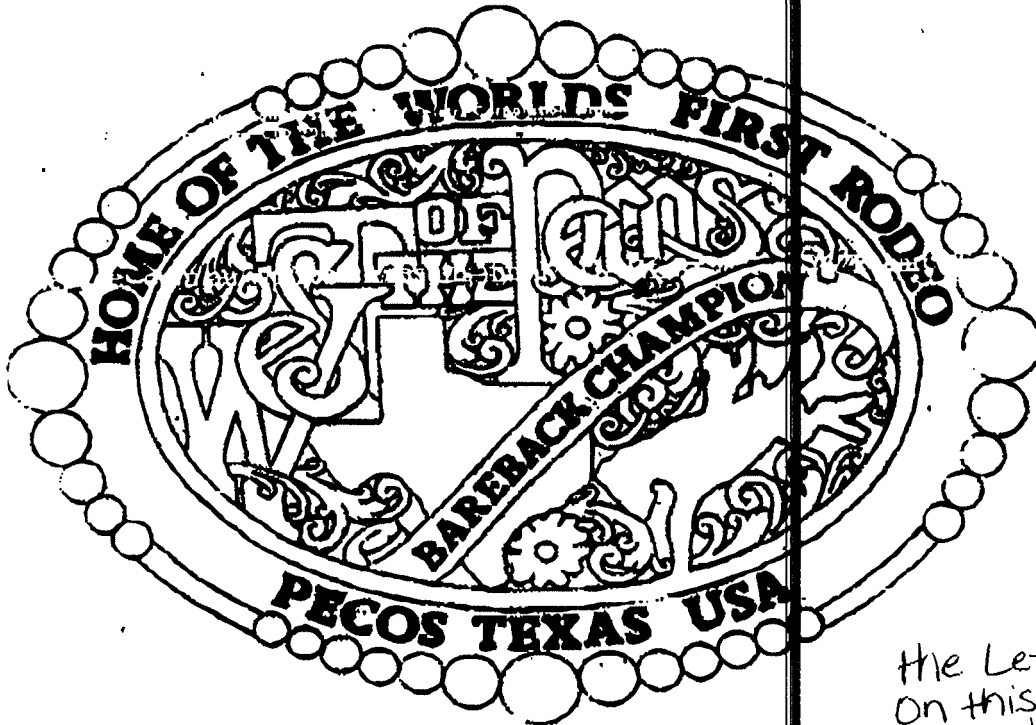
DEFENDANT'S
EXHIBIT33
11/21/00

This is a GARY GIST FIGURE, Julie Fay GIST
AND Requested to VERIFY 1ST yr of USE of
FIGURE.

BOB BERG PTY LTD

Bob Berg Pty Ltd
P.O. Box 16
Kalbar, 4309
Queensland, Australia

Australia (074) 63 8066
International: 6174 63 8066
Australia: (074) 63 8047
International: 6174 63 8047



The Lettering
on this buckle
was done by
Hugh Weaver for
the West Pecos

Attention: Dave Appleton

Fax No: 817 460 0032

Above is a sketch of a buckle for your information.

Regards

Bob Berg

FAXED
23-3-97

Australian Professional Rodeo Association Inc.

A.P.R.A. INC. 041 074

PRO RODEO
A U S T R A L I A N

8th January, 2004

To Whom It May Concern...

I write to verify that Bob Berg has designed and manufactured the Australian Professional Rodeo Association trophy buckles since 1977.

His innovative designs and willingness to upgrading the buckles at no additional cost continues to impress the board of directors and at this stage the association has no plans to take our business elsewhere.

The enclosed copies of Bob Berg's advertisements are taken from the association's official magazines which was published in 1978 when Bob Berg's business was located in South Australia and in 1982 when he moved to Queensland.

Should you require any further information please don't hesitate to contact me.

Yours sincerely,

STEVE HILTON
General Manager



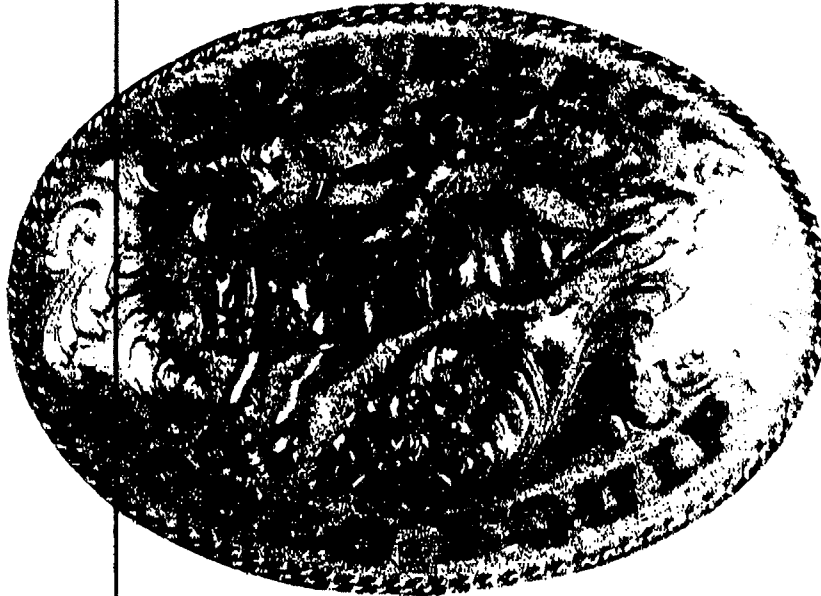
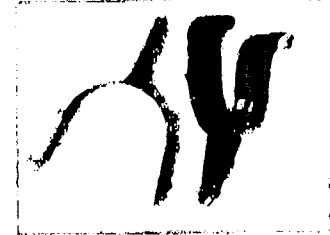
BULL SPURS



SADDLE PONG



BAKE BACK

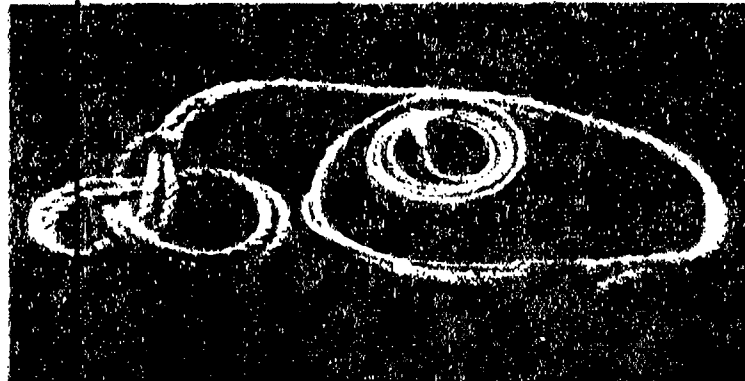


STOP PRESS!!

WATCH FOR
EXCLUSIVE NEW LINE OF CHAPS TO BE
RELEASED SOON



BRONZE HALTER \$5



BULL ROPES Total poly \$75



GLOVES \$12 each



BOB BERG RODEO EQUIPMENT PTY LTD

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